



univers^homes[®]
the living difference

EMAIL MARKETING

Universal Homes celebrates over 55 years of building thousands of quality, outstanding value homes in New Zealand. It takes years to establish a reputation as solid and reliable as Universal Homes who are proud of their history and commitment to continued innovation, design excellence, value for money and future proof building solutions.

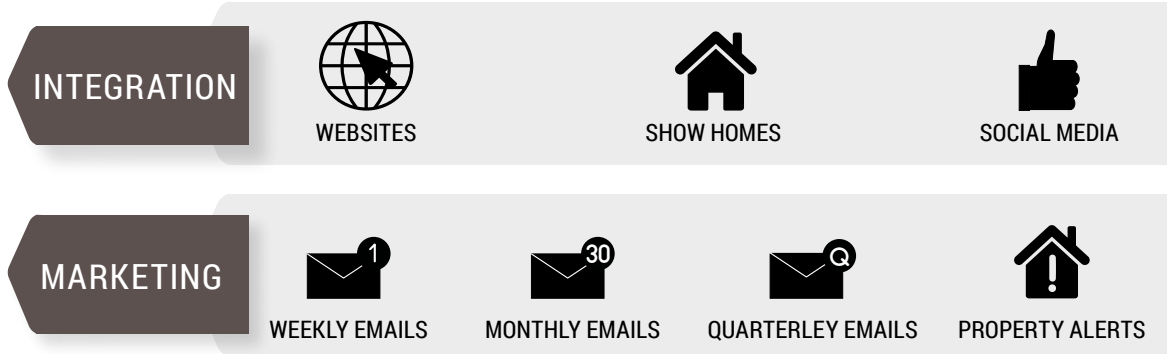
TRAFF1K
D1G1TAL
WAS
ENGAGED
TO:

Build and implement a robust email marketing system.

Having embarked upon a digital strategy with Traff1k D1g1tal, the challenge was to build a robust email marketing system, that would;

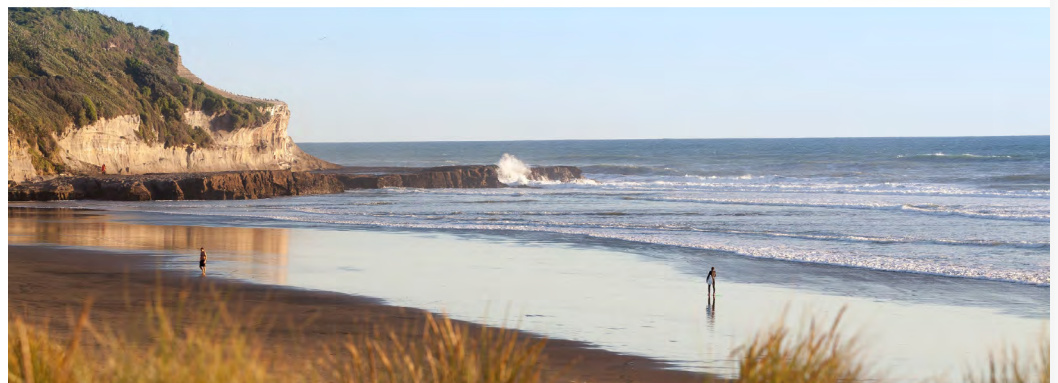
- + Send a **thank you for visiting email** to every person who visited a Universal Homes show home, every week.
- + Email templates needed to comply with Universal Homes brand standards, however reflect visually the show home each visitor had visited, in the estate they visited, by the sales person they met.
- + Send **monthly estate email** marketing to showhome visitors and new residents.
- + Send **quarterly Universal Homes** company marketing material and generic updates.
- + Send ad hock **"new release" emails**, notifying persons of new homes just released, within the users specified criteria.

STRATEGY:



CONCEPT DESIGN:

Simple, clean, fresh, brand compliant design.



HOT PROPERTY UPDATE AT MATUA CREST

12 HOMES AVAILABLE AT MATUA CREST!

What a selection! Universal Homes has TWELVE homes currently available in the heart of wine country. Matua Crest is the ideal location for those looking for a family home on a generous section of land. Universal's current releases are on sections ranging from 515m² all the way up to a massive 750m²!

RESULTS:

OVER A 12 MONTH PERIOD

+600%	-BOUNCE BACKS	+DIRECT SALES	1,600%
DATABASE SIZE	MORE ACCURATE DETAILS GAINED FROM CUSTOMER, REDUCING BOUNCE BACKS.	DRIVEN AND CREDITED TO NEW RELEASE EMAIL AND OVERALL MARKETING.	INCREASE IN WEBSITE TRAFFIC